



*Express Commuter Transit  
Travel Demand Management  
Regional Vanpool Program  
Regional Transportation Planning  
Piedmont Triad Regional Model  
Training  
Convening*

*The Transportation Solution*

**NCDOT – PTD CONFERENCE**

**JANUARY 7, 2014**

**“LET’S HOOK UP”**

**HOW TO CONNECT REGIONALLY**

# PART PROJECT ORIGIN



## Amtrak Connector

Originated April 2004

1. Identified as a desirable service connection as part of the NE High Speed Rail Corridor Study.
2. Partner with NCDOT-Rail Division to provide a service connection to the City of Winston-Salem with Amtrak - Piedmont and Carolinian.
3. Expand connections with University System, Hospital and Metropolitan Areas.

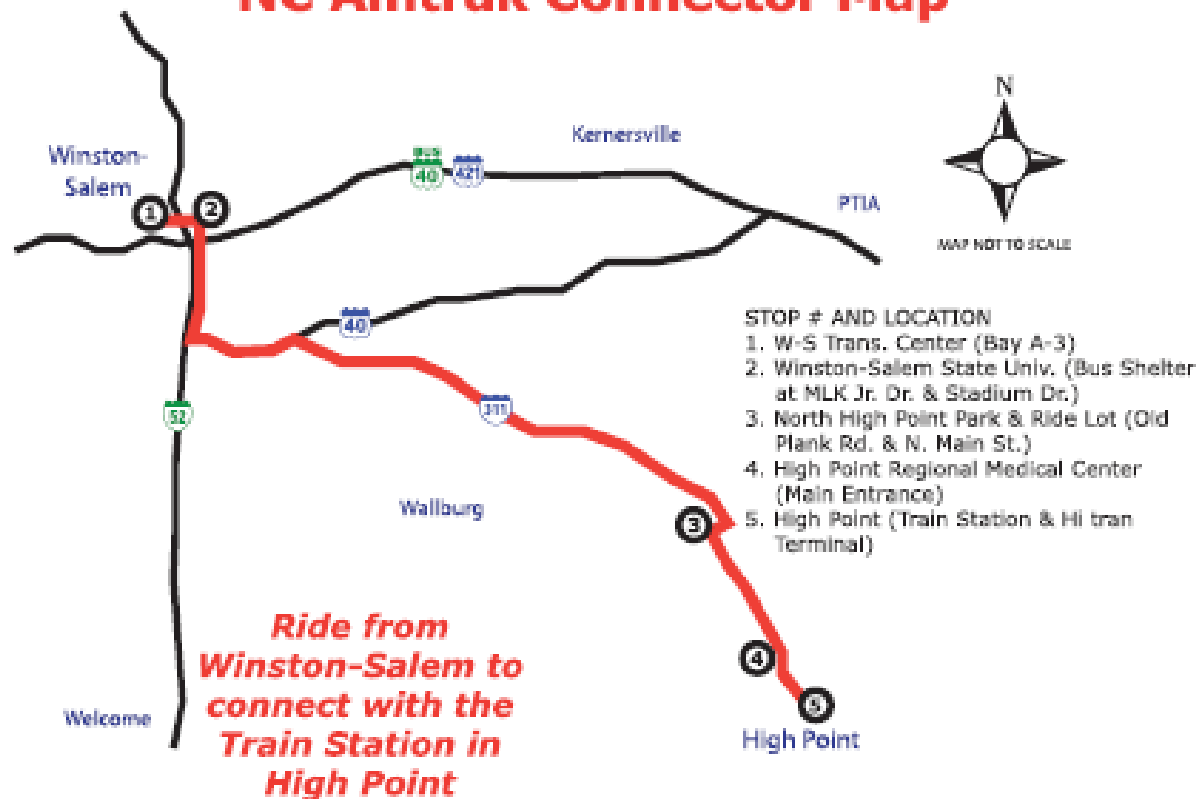


# PART Regional System Map



Effective November 15, 2013

## NC Amtrak Connector Map



### Our Mission

To enhance the quality of all forms of transportation for each of our citizens through efficient use and protection of our natural, economic and human resources.

### Our Objective

Improving transportation through regional cooperation.

### For Information Call:

**336-883-PART (7278)**  
**336-813-2287 After Hours**  
**www.PARTnc.org**

North Carolina's  
**AMTRAK**

**1-800-BY-TRAIN**  
**www.bytrain.org**

## Route 5



**Serving:**  
**Winston-Salem**  
**to**  
**High Point**

**www.PARTnc.org**  
**336-883-PART (7278)**

# SPECIFICS

**2004**

Began Service

Operates 365 days/yr.

**2008**

Incorporated WSSU

**2010**

Added High Point Regional  
Hospital Stop

**2011**

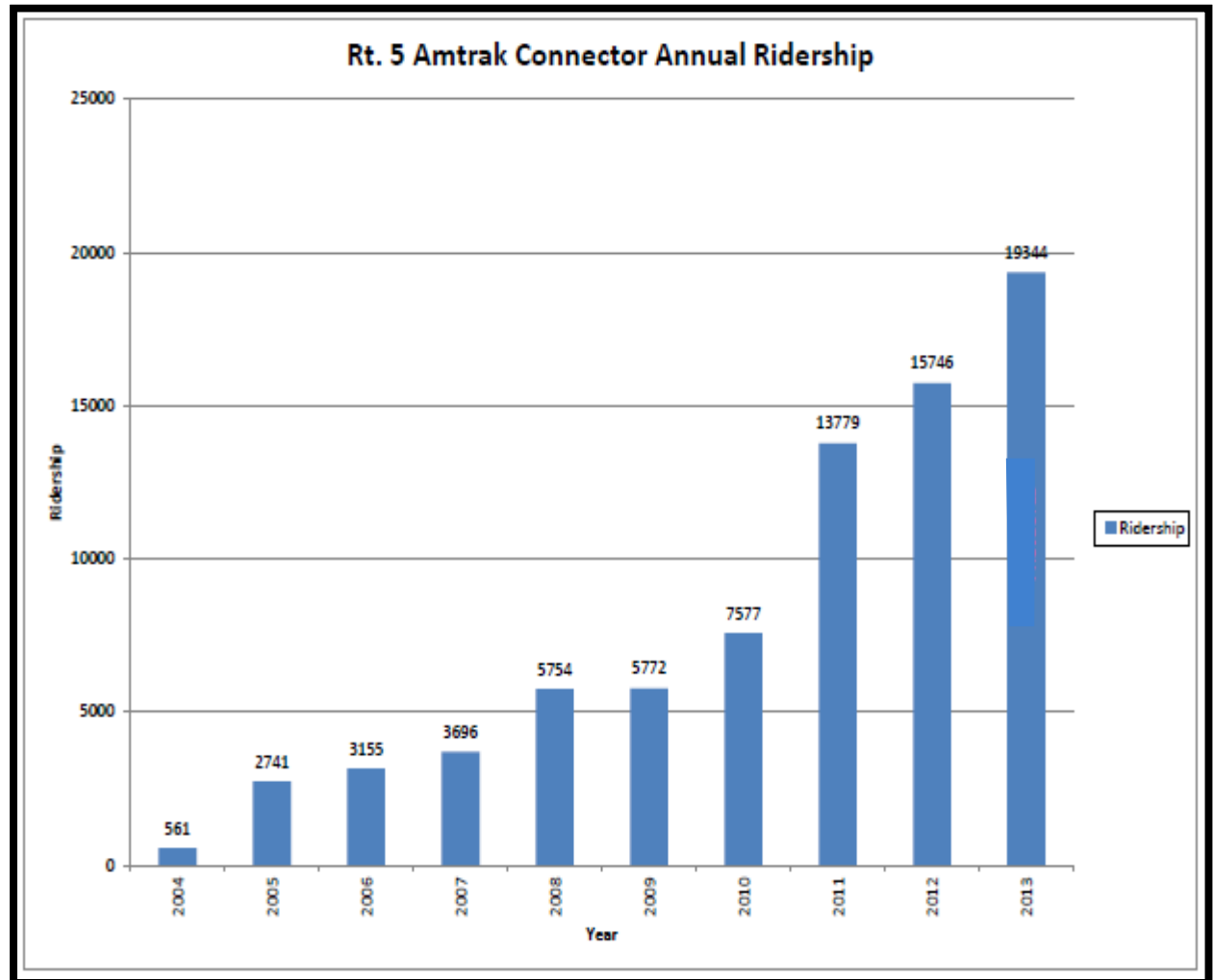
Amtrak Went to 3 trains a day

**2013**

Last Year of NCDOT – Rail  
Division Funding

**2014**

First year of Section 5307  
funding



# SPECIFICS



**MARKETING** – PART / NCDOT-RAIL / AMTRAK / CITY OF WINSTON-SALEM / WSSU / CHAMBER OF COMMERCE

**CUSTOMERS** – LONG HAUL RAIL TRAVELERS, WORK COMMUTERS, STUDENTS, MEDICAL

**MULTI-MODALISM** – INCORPORATES RAIL SERVICE INTO NETWORK OF PUBLIC TRANSIT OPTIONS FOR THE PUBLIC

	City	FFY2005	FFY2006	FFY2007	FFY2008	FFY2009	FFY2010	FFY2011	FFY2012	Change
1	CHARLOTTE	104,083	111,425	105,962	131,658	130,759	158,862	181,566	193,144	85.6%
2	RALEIGH	111,755	118,599	115,323	136,479	137,013	160,351	192,434	163,698	46.5%
3	GREENSBORO	54,874	69,828	71,197	87,478	88,272	103,144	124,396	134,888	145.8%
4	DURHAM	33,137	38,308	38,706	48,802	51,372	63,900	74,783	79,292	139.3%
5	CARY	15,437	20,525	22,783	32,723	31,812	38,744	44,962	78,278	407.1%
6	ROCKY MOUNT	56,474	47,449	51,065	52,820	58,339	52,955	56,400	53,779	-4.8%
7	FAYETTEVILLE	35,037	42,822	46,108	51,042	47,911	51,005	55,758	53,510	52.7%
8	WILSON	29,035	33,323	37,925	40,548	39,846	43,921	43,845	44,158	52.1%
9	HIGH POINT	15,000	17,701	18,998	23,184	25,240	30,975	33,744	38,358	155.7%
10	SALISBURY	16,991	16,427	16,976	23,858	23,191	26,224	26,109	27,606	62.5%

**FIGURE 5-3**  
Growth in Boardings and Alightings by NC AMTRAK Station, 2005-2011

<sup>1</sup>Bagley, Chris. Amtrak passenger growth on fast track in NC. The Business Journal, October 10, 2012

# SPECIFICS



**Focusing on Ridership – opportunities to grow**

➤ **Partnering with Marketing & Outreach Efforts**

➤ **2004**

- PART / NCDOT Rail Division
- City of Winston-Salem

➤ **2008**

- Winston Salem State University

➤ **2010**

- High Point Regional Medical Center

➤ **2011**

- Amtrak



# SPECIFICS



## ➤ **Park and Ride**

- Downtown Winston-Salem Parking Deck
- WSSU Park and Ride lot
- PART's - High Point Park and Ride Lot

## ➤ **Customer Service**

- Coordinated Ticketing Options – Urban Systems
- Amtrak Station Attendants & PART Operations Division
- Guaranteed Ride Home Program
  - PART TDM Department
  - Local Taxi Providers

# WHAT'S THE FUTURE HOLD ?



**JOBS**



**TRANSPORTATION**



**PLACES AND SPACES**



**HOUSING**



**HEALTH**

# PARTNERSHIPS



# THANK YOU

**Scott W. Rhine**

**Executive Director**

**Piedmont Authority for Regional Transportation (PART)**

**107 Arrow Rd.**

**Greensboro, NC 27409**

**[www.partnc.org](http://www.partnc.org)**